

ABSTRACT

The city of Bandung has many interesting coffee shops, especially those in Ciwidey, but the interest of the people to enjoy coffee in the Ciwidey area is still very minimal because the people around Bandung prefer coffee shops that are more famous because of recommendations from around.

Rose Garden is a cafe in Ciwidey which has the characteristic of having its own coffee signature. Ciwidey is famous for having a cold air, and blessing coffee in Rose Garden is a suitable choice, especially supported by its beautiful green and natural scenery that is on the edge of rice fields and mountains. Facilities available at Rose Garden are adequate parking for four-wheeled vehicles, prayer rooms and toilets are here.

However, the public still lacks information about Rose Garden because the promotion carried out by Rose Garden is less than optimal and is not conveyed to the public, in contrast to the coffee shop that has begun to be known by the community because they have done a large promotion even they are willing to spend a sizable fee.

In this research, something will be done to maximize promotion through a company profile video, assisted by several media including, the main and supporting media. The purpose of this study is to maximize a method that is tailored to the habits of the community.

From the results of the analysis carried out in analyzing the problem, the writer makes a promotion that is assisted by media planning, namely AISAS in delivering messages to the target audience such as brochures, posters and several other print media including social media that are becoming teen media today such as Instagram, YouTube and Facebook, .

Keywords: Coffee Shop, Rose Garden, Promotion, Video Company Profile

